

ABSTRACT

An Internet advertising system includes a service provider server which stores and manages advertising symbols transmitted from a number of advertising sponsors; an
5 advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server; an ad selecting server which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server; a slot machine game server which constitutes the advertising images mixed by the ad selecting server into a display screen of a slot
10 machine game; and a user terminal which receives a slot machine game service.